



## Anderson Area Chamber of Commerce

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### **Neighborhood Business District Program**

The Chamber is dedicated to help support, develop and promote all businesses in the Anderson Area which includes: Anderson Township, Mt. Washington, Newtown, California and western Clermont County.

#### **Purpose**

The purpose of the Neighborhood Business District program is to support and develop businesses in distinct defined districts in the Anderson Area.

#### **What is a Neighborhood Business District (NBD)?**

A NBD is a small group of businesses and organizations bound by a geographic area with the businesses/organizations in the specific area defining the exact boundaries of the district.

The NBD will consist of: Businesses - Commercial property owners - Churches and other civic organizations.

#### **How does the NBD develop?**

1. The initial meeting with the NBD businesses/organizations is organized by the Chamber. A mailing list of the NBD businesses/organizations is prepared and a letter with flyer announcing this initial meeting is mailed to all groups on this mailing list.
2. The Chamber will have a representative(s) from its Economic Development Committee to help the group organize. These Chamber representatives will visit all businesses in the NBD to distribute this initial meeting flyer as a follow up to the letter.
3. Representatives from the Chamber; area police agency; area fire department and area government are present at this first meeting to give information on how they can help support the NBD. This is an informational meeting only.
4. The NBD will have a contact person who works with the Chamber representative for future meeting/program development.
5. Each NBD will meet as needed – monthly/quarterly – to plan activities.
6. There will be a yearly meeting with other NBDs to share ideas.

#### **How does a NBD promote businesses?**

Each business district will determine what is appropriate for them. The idea is to get maximum results with a minimum of time, effort and cost.

Possible ideas: Neighborhood business watch; direct mailings/emails; special promotions; shopping events; community service projects; building safety; signage-banners or window decals; publicity/articles; group advertising.

This popular program started in April by the Anderson Area Chamber of Commerce in partnership with the Hamilton County Sheriff's Office, Anderson Township Government and the Anderson Township Fire Department continues to develop. Through these partnerships, businesses are offered multiple ways for potential growth, protect their businesses and market themselves in the Anderson area. The Neighborhood Business District (NBD) meetings to date have only been in Anderson Township, however, in 2006 the program will branch out into the greater Anderson Area serviced by the Chamber which includes Mt. Washington, Newtown, California and western Clermont County. The goals of each NBD are different and specific to the needs of the businesses in that particular area. Check the Chamber website for various district activities. The current districts organized are:

**Neighborhood Business District: Salem**

**NBD leader:** Michael Persicano – [java@coffeeunderground.com](mailto:java@coffeeunderground.com) – 232-0383

**Chamber contacts:** Sam Tilford (624-8200)/Lou Batsch (624-7391)

Several meetings have been held to date. A website has been developed for the district ([www.salemshoppingdays.com](http://www.salemshoppingdays.com)) and it advertises the monthly discount event where participating merchants offer discounts the first Wednesday of each month. The district has met each month since May. Banners identifying the district are also being planned.

**Neighborhood Business District : Clough/Hunley**

**NBD leader:** Debbie Heitzman – [dheitzman@appearanceplus.com](mailto:dheitzman@appearanceplus.com) – 231-5540

**Chamber contact:** Ken Arbino (699-8851)

Concern over traffic and business customer access will be addressed through a study by University of Cincinnati. This study will help the businesses with direction from the Township to determine how a redirection of vehicular traffic, if possible, may increase customer traffic. This district is preparing banners for identification and discussing a district name. The next district meeting is November 17, 10:00am, at Clough Crossings.

**Neighborhood Business District: Skytop/Route 32/Beechmont**

**NBD leader:** Dr. T.J. Lonergan – [drtjlonergan@yahoo.com](mailto:drtjlonergan@yahoo.com) – 528-2200

**Chamber contacts:** Dr. T.J. Lonergan (528-2200) /Edward Hattenbach (474-5650)

This district has had two meetings to date and has discussed a special event to involve the businesses in the district. Improved signage, marketing to customers and recognition of the stores along with the great parking for all of the businesses are goals of this district.

**Neighborhood Business District: Clough/ Eight Mile**

**NBD leader:** Don Frodger (Summit Meats) – [summitmeats@hotmail.com](mailto:summitmeats@hotmail.com)

**Chamber contacts:** Judy Baker (474-1800)

Two meetings have been held so far with a 3<sup>rd</sup> planned for early 2006. Activities to date: Child ID program held in October with second program, targeting teens, scheduled for Nov. 5 sponsored by Over Coffee, Royal Hair, & Markus Jewelers. Summit Meats had a GRILL cook-off on October 15 with other neighboring businesses "sponsoring" stands at the "Grill-Off" and distributed discount coupons. One goal of the district is joint quarterly advertising in the Forest Hills Journal.

**Neighborhood Business District: Five Mile North**

**NBD leader:** Sam Tilford (Distinctive Signs) – [sam.tilford@fuse.net](mailto:sam.tilford@fuse.net) - 624-8200

**Chamber contact(s):** Jason Huebner (624-3900) /Sam Tilford (624-8200)

This NBD has had three meetings so far and is planning a special "holiday kickoff" on Saturday, November 19 with multiple businesses involved and including the Hamilton County Sheriff's office and the Anderson Township Fire Department. The goals of this district are to increase awareness in the community to the diverse retail stores that are available within the Five Mile Center/North Corridor.